

## How should the outreach activity for the earth and planetary sciences be promoted?

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The earth and planetary sciences cover various scientific and technological fields so that it is clear that the earth and planetary sciences are one of the most important fields of academic study for the society, and meanwhile the public is responsible for them. Many outreach activities have been held, and interactive ways have been especially remarkable in this decade. The communication which is mediated with scientific knowledge and perspectives is called as "Science Communication". Science Communication is not only the enlightenment of science by academic groups for the public but also the role for picking up the voice of the public. The context for Science Communication has been changed over time, therefore, it is more important how the Science Communication should be promoted as needed than why it should be. However, the schematic concepts for Science Communication less have been established.

We "Universal Earth" have hypothetically proposed the concept of Science Communication and verified it through the science events. Science Cafe is one of useful ways to promote Science Communication with the available facilities and also it is one of the largest number of events are held in Japan. However, Science Cafe is just one way of Science Communication so that we had another symposium to discuss how Science Communication should be promoted and what we can do with other Science Communication tools.

In this presentation, we report the conclusions of the Science Cafe and the symposium about Science Communication held in 2013. We hope our presentation generate the discussions.

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